

**In the Claims:**

1-17 (Cancelled)

18. (Currently Amended) A method of displaying a programming guide of channel content in a distributed network ~~having a client device and a server device~~, the method comprising:

receiving content tag information prior to receiving content to which ~~a~~ ~~the~~ tag is directly appended, wherein the content tag information comprises content type, content title, viewer age information, viewer gender information, viewer income information, viewer location information, and content rating information;

evaluating content tag information, wherein evaluating the content tag information comprises implementing a user profile comprising a stored profile of preferences selected manually by a user in user-assigned order, selected automatically based on user history, and updated automatically based on updated historical information, and wherein the stored profile of preferences comprises user selected criteria comprising at least one content rating to exclude and at least one programming type to exclude; and

displaying a personalized programming guide ~~at the client device~~, wherein the personalized programming guide displays a preferred subset of available tagged content, wherein the preferred subset is based on the user profile, wherein the personalized programming guide displays at least one personalized channel having tagged content from at least two or more predetermined channels, wherein conflict is resolved between the tagged content from the at least two or more predetermined channels that match the user profile and occur at the same time by selecting tagged content from one of the at least two or more predetermined channels that matches a highest order preference in the user profile, and wherein the personalized programming guide excludes tagged content and excludes an identification of a channel number associated with excluded tagged content based on the at least one content rating in the user profile and based on the at least one programming type to exclude.

19. (Cancelled)

20. (Previously Presented) The method of Claim 18, wherein the personalized programming guide blocks content tags appended to content to be excluded, as identified in the user profile.

21. (Cancelled)

22. (Previously Presented) The method of Claim 18, wherein the programming guide scrolls through the predetermined channels, wherein the method further comprises continuously displaying the at least one personalized channel.

23. (Currently Amended) A computer readable program product readable by a computing system and encoding a computer program of instructions for executing a computer process comprising the acts defined in claim 18, comprising a non-transitory computer readable storage medium having encoded thereon instructions that, when executed on a processor, cause the processor to perform at least the following:

receive content tag information prior to receiving content to which a tag is directly appended, wherein the content tag information comprises content type, content title, viewer age information, viewer gender information, viewer income information, viewer location information, and content rating information;

evaluate content tag information comprising implementing a user profile comprising a stored profile of preferences selected manually by a user in user-assigned order, selected automatically based on user history, and updated automatically based on updated historical information, and wherein the stored profile of preferences comprises user selected criteria comprising at least one content rating to exclude and at least one programming type to exclude; and

display a personalized programming guide, wherein the personalized programming guide displays a preferred subset of available tagged content, wherein the preferred subset is based on the user profile, wherein the personalized programming guide displays at least one personalized channel having tagged content from at least two predetermined channels, wherein conflict is resolved between the tagged content from the at least two predetermined channels that match the user profile and occur at the same time by selecting tagged content from one of the at least two predetermined channels that matches a highest order preference

in the user profile, and wherein the personalized programming guide excludes tagged content and excludes an identification of a channel number associated with excluded tagged content based on the at least one content rating in the user profile and based on the at least one programming type to exclude.

24. (Currently Amended) The [[A]] computer readable program product readable by a computing system and encoding a computer program of instructions for executing a computer process comprising the acts defined in of claim 22, further comprising instructions that cause the processor to continuously display the at least one personalized channel.

25-32 (Cancelled)